## :30 TV - PSA "Interview"



Opens on a woman in her late sixties picking vegetables at a grocery store. Sound of camera lens focusing.



VIDEO: Camera pans to a busy street.



Busy street scene dissolves to CMS logo. Call now to find out more about Medicare services or ask for the Chinese/English bilingual (Medicare Facts) brochure.



Close-up of woman talking to the camera. WOMAN #1: What is a red, white and blue card?



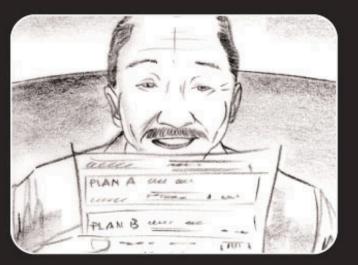
Another woman walks by the camera and stops.





CMS logo and 1-800-XXX-XXXX

## CMS - Information Channel



Cut to a man in his late sixties, talking to the camera while holding a Medicare summary notice.



: Close-up of woman talking to the camera. WOMAN #2: What does HMO stand for?



Close-up on Medicare summary notice. What's the difference between Part A and Part B?



Camera pulls back to view the busy street with people walking by.

Don't leave your questions unanswered.